

Normandie New Gate To Future

Normandie avenue, bounding the new, modernistic Von's market opening this week, is becoming the key gateway of the entire Los Angeles city-harbor areas.



MOM'S HAVING NALLEY'S



Future of the valley adjacent to the new store is considered as among the brightest in the land, according to real estate and economic experts interviewed by the Gardena Valley Tribune. Thousands of new homes constructed during the post-war years and other optimistic indication of future growth led the Von's markets to build the new store in this area.

VON'S PIONEERS
Vons is one of the first Southern California markets to successfully combine mass purchasing economy with personal service to each customer.

MRS. SINGERS PREPARED PIE CRUST MIX
Featured at All **VON'S MARKETS**

fives KIBBLED DOG FOOD
...contains odor-banishing CHLOROPHYLLIN!
Keep your dog healthy, happy, odor-free!
YOUR DOG THRIVES ON "FIVES" 34c

Elegant-Nourishing **Lindsay**
California PITTED **RIPE OLIVES**

OHIO BLUE TIP MATCHES
AND Ohio Blue Tip Book Matches
FEATURED AT ALL **VON'S MARKETS**

enjoy **Fritos**
America's Favorite Taste Treat
featured at **VON'S Gardena Market**
1260 Redondo Beach Blvd.
FLAVOR TREAT READY-TO-EAT!

COFFEE AS YOU LIKE IT
Breakfast Club COFFEE



PLENTY OF PARKING: Future customers of Von's new market at 1260 Redondo Beach boulevard in Gardena won't have to worry about parking when they do their 1-stop shopping at Von's Ample parking facilities for about 1000 autos is provided both at front and rear of the super market. This view shows how Von's has taken care to arrange the parking spaces so as not to interfere with other future building activities in the area. Von's officials announce they intend to grow with the community as shown here.

TESTING FAT
Rules for testing fat: 1. When the fat begins to smoke, drip in piece of bread free from crust, and if while you count 40 it is a golden brown, it is then right to cook oysters and croquettes. 2. Count a minute for cooking pan-fish, doughnut, and fritters.

How To Give Lift To Canned Green Beans
Here's a good trick to dress up canned green beans quickly. All ingredients are available at the new Von's Gardena valley market. Drain a No. 2 can beans and boil down the liquid to 3/4 cup. Meanwhile cook 1/2 cup chopped onion in 1 tablespoon butter about 5 minutes. Stir in 1 tablespoon flour, 1/2 teaspoon dry mustard, 1/2 teaspoon salt and the bean liquid. Add drained beans and 1/2 cup chopped ripe olives. Heat thoroughly.



JIM COOPER: Task of managing the grocery department goes to Jim Cooper, who is in his seventh year with Von's. He's called the Smiling Redhead.

Jim Cooper Heads Grocery

Jim Cooper, who is starting his seventh year as a Von's employe, will have the heavy chores of managing the Grocery Department of Von's Gardena market. Similar duties at the mammoth Von's market in Crenshaw center for two years well qualify Jim for this all-important position. He's known as "the Smiling Red-Head" and is married and has two children.

Self-Service Meat Cases Featured
With nearly 100 feet of the latest-type self-service meat cases, the new Von's market brings to Gardena the most modern meat service available. Shoppers will be able to select their meat purchases from big displays of pre-cut, pre-packaged and carefully weighed meats in the self-service cases. Every cut of meat is carefully weighed on the latest type of scales which almost automatically figure the price of the cut and then the meat is wrapped in cellophane and the exact weight and price plainly marked on the package. The meat program which for years has provided Von's customers with perfect-eating, scientifically aged meats will continue to assure meat satisfaction in this new store. Von's handles only the top government grades of beef, lamb, pork, and veal and the Von's method of waste-free trimming means the customer gets full value in every purchase. Every purchase of meat at Von's is backed by a money-back guarantee.

The Perfect Ham

WILSON'S Tender Made Canned HAM
(midget - 6 lbs.)



Made from Mid-West Corn-Fed Pork
Delicious, ready-to-eat, hot or cold. Absolutely no waste-boneless and skinless. Grand eating - try it!

The Wilson Label protects your table
FEATURED AT ALL **VON'S Markets**

World's Finest Olive Oil
HALF-PINT CAN 39c
PINT CAN 73c

ORTEGA'S GREEN CHILES
Try these tasty treats today. Wonderful stuffed with cheese for Spanish Meat Balls and Sandwich breads.

Write for Your Recipe Booklet to **Coastal Valley Canning Co.** OXNARD, CALIFORNIA
Also Try Ortega's **Pimientos & Green Chili Salsa**

NEW Roman Meal MUFFIN MIX 19c

HALEY'S Delicious ROAST BEEF!
BROWN GRAVY - SLICED BEEF

Weston's ORANGE WAFERS
MADE WITH fresh orange juice, fresh creamery butter, fresh ranch eggs

Weston's COOKIES

Only the best olives go to EARLY CALIFORNIA BRAND
ONCHITO says buy EARLY CALIFORNIA green olives

Vano LIQUID STARCH

"GOOD COMPANY" in any event!
DAD'S THE Old Fashioned ROOT BEER

BREAST O' CHICKEN
the brand that brings you only the best o'tuna!
BEST for hot tuna dishes - a hearty Winter Favorite!

ROAST BEEF
Best cuts of beef for roasting are the first three fancy ribs, tip of sirloin, and back of rump.
Shoppers have learned they can depend upon obtaining waste-free meat cuts from all Von's stores, regardless of their location.

FIESTA BROOMS
• COLORFUL
• LONG LASTING
• PERFECT BALANCE
BUY ONE TODAY!
M & M BROOM COMPANY
Los Angeles California

NORTH AMERICAN Original STEAK SAUCE
WITH SLICED MUSHROOMS
YOU'LL FIND IT AT **VON'S**

Lascco Eastern Boneless **SALT CODFISH**
Adds new zest to your menus
Lascco selects finest Eastern Fancy Cod, smokes and cures it according to their famous Old-World formula. You'll recognize the high quality the minute you open the package... and your family will love the tasty dishes of Codfish Cakes, Creamed or Curried Codfish that you prepare from Lascco Eastern Boneless Salt Codfish.
Special 59c per pound

Good Cooks are Switching to... Swiftning
Swift's Shortening
MORE DIGESTIBLE! EXTRA NUTRITIOUS!
For Cakes • Pies
Cookies • Biscuits
Fried Chicken
69c
3-LB. CAN

MORE Top Quality Whip Cream
Presto! whip
made with 100% PURE FRESH CREAM
ONLY 1/2 the CALORIES

BREAST O' CHICKEN
CHUNK BRAND TUNA FLAKES
Featured At All **VON'S MARKETS**

Girard's FRENCH DRESSING
makes the most delicious salads you ever tasted

PATIO PAPER NAPKINS
An Exclusive AT ALL **VON'S MARKETS**